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Developing a Customer Knowledge Management Maturity Model (CKMMM)

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Abstract:

Today organizations are aware of the importance of their knowledge assets and knowledge is known as the most important resource of power. One of the knowledge resources is customer knowledge. Companies are more likely to sense emerging market opportunities before their competitors and gain competitive advantage by managing the knowledge of their customers. For improving their customer knowledge management (CKM), companies need to measure current situation of CKM to identify growth aspects of their CKM activities and walking toward them. However, because the lack of a tool for measuring CKM, companies aren't enable to understand their current situation of CKM and its growth aspects. Based on such motivations, this paper first studies, evaluates and integrates the models, implementation frameworks and performance measurement models in the fields of CKM, CRM and KM to gain critical success factors of CKM. Then by studying existing KM maturity models and adapting them with CKM and considering effective factors of CKM, we developed CKM maturity model. This model measures the CKM development process by assessing the extent to which CKM is explicitly defined, managed, controlled, and Act effectively in the strategy, processes, technology, systems and human resources points of view. The proposed model helps managers to measure current maturity of their CKM and take required actions to improve that.

Keywords: Customer Knowledge Management, Maturity Models, CRM, KM